

CTTC Marketing Advisory Committee Meeting

Tuesday, May 15, 2007
9:00 a.m. – 4:00 p.m.

The Fairmont Hotel
950 Mason Street
San Francisco, California
Terrace Ballroom

AGENDA

Any and all items on this Agenda are subject to discussion and vote

- I. Call to Order/Approval of Agenda and February 27, 2007 Marketing Advisory Committee Meeting Minutes/Welcoming Remarks
- II. Executive Director Report
- III. FY 07-08 Strategic Marketing Plan (\$50 Million) – Presentation of Updated Document/Budget and Annual Work Plans
 - a. Consideration and approval of FY 07-08 Marketing Budget and Plan
- IV. Domestic Advertising/Co-op Update
 - a. Spring/Summer Advertising Campaign Update
 - b. Focus Group Research Report
 - c. New '07/'08 Creative Presentation
 - d. Proposed '07/'08 Media Plan
 - e. Update on Cooperative Marketing Activities
 - i. California Snow
 - ii. Treasure Hunt
 - iii. SHOP
 - iv. Fun Spots
 - v. Culture California
- V. Technology/Web site
- VI. Publications/Fulfillment Report
- VII. International Report
 - a. Travel Trade Update
 - b. Pow-Wow Re-cap
 - c. Other International Trade Shows (ITB, Expo Vacaciones)
 - d. International Office Updates
 - e. Communications
 - f. Consumer/Co-op
 - g. Individual Country Plans/Budget
 - h. Governor's Canada Mission
- VIII. Domestic Communications/Media Relations Report
 - a. Media Events (Miami/New York-Culinary)
 - b. High Definition/B-Roll Project
- IX. Welcome Center Status/Update
- X. Research Update
- XI. Other Business/Public Comment
- XII. Adjournment